





A FEW THINGS I'VE LEARNT



?









1. BIGGER IS NOT ALWAYS BETTER



KEEP COSTS LOW



5 X SALARIES
5 X OFFICE SPACE



2. DON'T TAKE IT PERSONALLY (CH-CH-CHANGES)



3. KNOW YOUR MARKET



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EVERYTHING



?



BE GREAT AT ONE (OR A FEW) THINGS



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GAMES SERVICES
(FUND OUR OWN GAMES)



CHALLENGING MARKET

NOT MUCH LOCAL WORK



BECAUSE
MUSIC

CARTOON NETWORK
GAMES



OXFORD
UNIVERSITY PRESS



(FUND OUR OWN GAMES)



1. BIGGER IS NOT ALWAYS BETTER



HALF-INCH
HEI\$T

YAK
DASH
HORNS OF GLORY

Hot
SEAT



4. GET YOUR MESSAGE RIGHT





GAMES
(OWN IP)
(SERVICES)



ANIMATION
WEB
BRANDING



**CHALLENGING MARKET
BUT
FAIR AMOUNT OF LOCAL WORK
AND
VARIETY OF JOB SIZES**



?



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EVERYTHING



GAMES
(OWN IP)
(SERVICES)



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